



The Value of National Accreditation

Richard Klarberg, President & CEO

Agenda



COA in Brief



Accreditation as
a Partnership



Benefits to Service
Recipients

Council on Accreditation (COA) in Brief

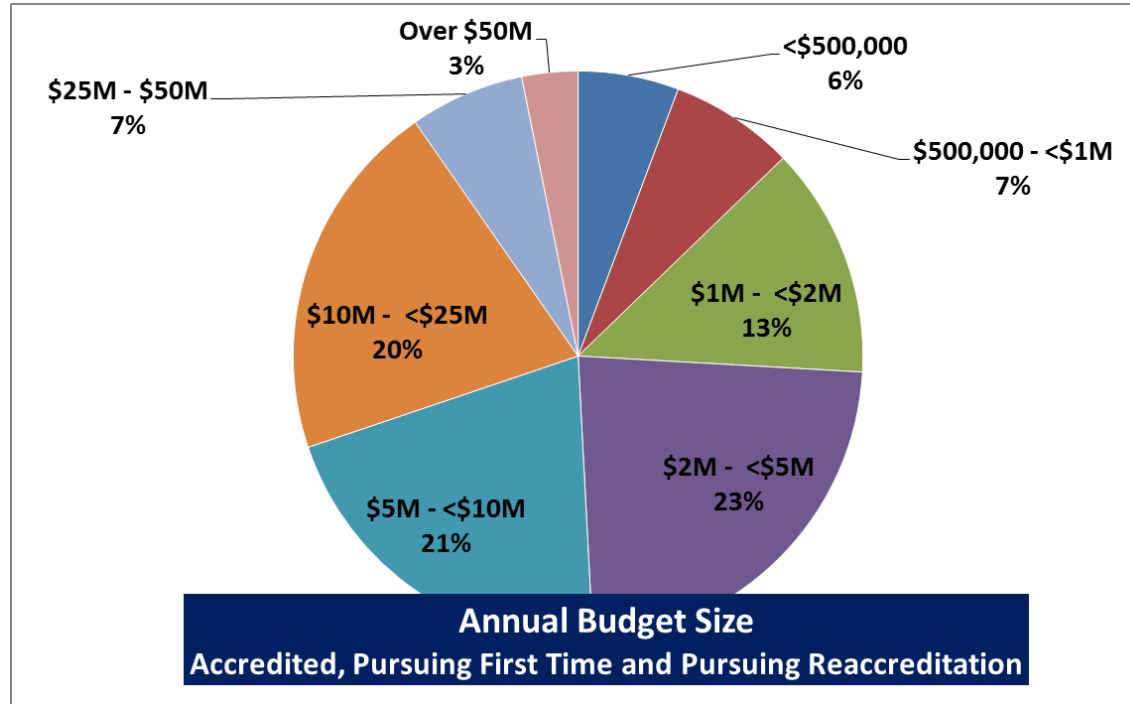
- Independent, Private, Non-profit based in New York
- Established in 1977 by Child Welfare League of America and the Alliance for Children and Families
- 2000+ organizations accredited or pursuing accreditation in 47 states (**50 in CA**) and in 12 countries serving 7 million people each year
- Largest concentration in Foster Care, Kinship Care and Group Homes
- 1000 trained “professional volunteers” throughout the US including 34 in California

COA Accreditation as a Partnership

- COA's mission is to **partner** with human service organizations worldwide to improve service delivery outcomes by developing, applying, and promoting accreditation standards *and* regional requirements.
- COA's partners are the 2000 organizations we accredit and 11 Sponsor Organizations including CWLA, Alliance for Children & Families, Catholic Charities USA, Lutheran Services in America and 28 state associations (**including California Alliance**), as well as 14 Supporting Organizations, including CSWE, NCCBH, GCYF, BACW, NICWA and NAMI.
- COA's standards are **contextual**, able to accommodate each organization's unique mission, size and unique needs of clients served. Standards are developed by professionals from the field, academicians and consumers; are field tested to ensure quality; and are modified on a rolling basis to reflect emerging social issues, new practice models and evolving technology
- COA's process is **facilitative**. Each organization receives a customized timetable and required standards and a personal coordinator. Except for the site visit, the process is web-based.

Small organizations **CAN** achieve National Accreditation

- 26% of organizations accredited or in-process of COA Accreditation have budgets of \$2M or less
- 16% of organizations currently pursuing COA accreditation for the **first time** have budgets of \$500,000 or less



National Accreditation is Beneficial to Service Recipients

- Demonstrates to the recipient that the service provider is committed to delivering the highest quality services using national best practice standards *and* that it will be accountable for fulfilling that commitment;
- Ensures that the staff providing the service is appropriately credentialed, trained and prepared to meet the recipient's needs;
- Requires that the services reflect the recipient's cultural needs, including language:
 - COA worked with NICWA to ensure that the provisions of the ICWA are reflected in the standards. COA has worked with many agencies that serve Native Americans and 2 agencies that are tribal. The differences in terms of respecting tribal customs, values and different governance models was key to our success. With 117,000 Native Americans in California this is especially important.
 - COA is working with BACW through a grant from the Kellogg Foundation to address disparities in the delivery of services to African-American children

National Accreditation is Beneficial to Service Recipients

- Requires an engaged board that reflects the community served and provides oversight to ensure that the provider is culturally relevant;
- Mandates that a complaint process is put in place so that the service recipient is empowered;
- Supports positive outcomes through a Performance Quality improvement process;
- Protects the rights and confidentiality of recipients;
- Involves the recipient and his/her family in service planning;
- Requires that services are provided in a safe and respectful environment;
- Provides for consumer satisfaction surveys;

National Accreditation is Beneficial to Service Recipients

- Standards establish the recipient as the primary focus;
- Standards define what is needed to achieve a permanent, safe, healthy and stable environment for the recipient;
- Standards provide a logic model for staff to help them think systematically about how a program can make a measureable difference by drawing a clear connection between the recipient's needs, available resources and program outcomes;
- The process reviews the implementation of standards and achievement of the “measureable difference”;

What are the Indicators of Success for COA

- High satisfaction ratings from accredited organizations
- High percentage of agencies seeking reaccreditation
- Review of reports from agencies on untoward incidents
- Annual maintenance of accreditation reports
- Anecdotal reports from agency leaders
- Increased recognition by public agencies and funders
- Compilation of the standards-specific ratings that agencies receive in the accreditation process

Is National Accreditation Duplicative of Current Requirements

- National Accreditation supports Outcomes and goes further
 - Review of Administrative and Management functions in addition to services (RPM, FIN, GOV, CR)
- COA Accreditation asks each organization “How do you know that what you’re doing is making a difference to the people to whom you are doing it?”
- COA’s Performance Quality Improvement (PQI) Standards require:
 - Input from consumers
 - Input from community
 - Input from staff
- Flexible enough to allow organizations to track different things
 - PQI looks different at small organizations than large organizations
 - Different funders ask for different metrics
 - Different states ask for different outcomes

Questions ?

Thank you

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What **California** organizations are COA accredited or in-process?

- Aldea, Inc.
- American Health Services
- Aviva Family and Children's Services
- Brownsville Health Services
- Casa Pacifica Centers for Children & Families
- Catholic Charities of Los Angeles, Inc.
- Catholic Charities of the Diocese of Santa Rosa
- Children's Bureau of Southern California
- Children's Receiving Home of Sacramento
- Christian Credit Counselors, Inc.
- Consumer Credit Counseling Service of Kern and Tulare Counties
- Consumer Credit Counseling Service of Orange County
- Consumer Credit Counseling Service of San Francisco
- Consumer Credit Counseling Service of the North Coast
- Consumer Credit Counseling Service of the Twin Cities
- County of San Mateo Human Services Agency
- Crittenton Services for Children and Families
- Edgewood Center for Children and Families
- Eldorado Community Service Center
- EMQ FamiliesFirst
- Ettie Lee Youth & Family Services
- Family Service Association
- Five Acres - The Boys' and Girls' Aid Society of Los Angeles County
- Foothill Family Service
- FosterHope Sacramento
- Hillsides
- Integrated Insights
- Junior Blind of America
- Lilliput Children's Services
- Lincoln Child Center
- Maryvale
- McKinley Children's Center
- Narcotic Addiction Treatment Agency, Inc.
- Nuevo Amanecer Latino Children's Services
- Olive Crest
- Optimist Youth Homes & Family Services
- Para Los Niños
- Rebekah Children's Services
- Rosemary Children's Services
- Sierra Forever Families
- SOAP MAT, LLC
- Springboard Non-Profit Consumer Credit Management, Inc.
- St. Anne's
- Stanislaus County Community Services Agency, Child and Family Services Division
- SurePath Financial Solutions
- Tessie Cleveland Community Services Corporation
- Trinity Youth Services
- Victor Treatment Centers, Inc.
- Western Pacific Med Corp
- Youth Homes, Inc.